



Chamber Update

Serving the I-80 Business Community from Applegate to Donner Pass

January/February 2004

“A Taste of Colfax” Awards Banquet Celebrates Community Collaboration

This year's annual banquet, held on Wednesday, January 14, 2004, at the Sierra Vista Community Center in Colfax, honored people and businesses that have contributed to the greater good of the community and the business environment this past year. The chamber's major accomplishments of 2003 were also highlighted and a summary of the 2004 business plan was presented.

“A Taste of Colfax” was presented by local restaurants who donated a complete buffet-style banquet.

Guests selected from an abundance of tasty appetizers, entrées, side dishes and desserts. There was plenty of food for the approximately 100 attendees and many guests went back to sample the wide variety of dishes available.

The social hour was a buzz of conversations between old friends and new acquaintances as chamber members caught up with each other and met new faces as well. The background sounds of smooth jazz by Darin Houser provided great entertainment.

It was an informative evening and one that honored citizens and businesses who have made a difference in the Colfax community. Highlights of the evening included a humorous and thoughtful slide presentation by Chamber Executive Director, Brad Childs. The photos captured the accomplishments of last year with chamber activities and community events as well as community service projects provided by the evening's award winners.

The Chamber Board of Directors and new officers for 2004 were introduced and also acknowledged for their hard work and dedication by Board President, Barbara Bowers.

The evening was a fun time for all and could not have happened without the support and hard work of many volunteers, restaurants, merchants, and Chamber board members. Community collaboration makes many



Chamber Ambassadors were honored for their volunteer service.

things possible and a lot more fun!

The Chamber 2004 Operating Plan and 2003 Annual Report is available at the Chamber office for review upon request, info@colfaxarea.com or call (530) 346-8888

Chamber Networking Luncheon

Friday, February 27 at Noon

Shang Garden Restaurant

Introduction into Building Your Wealth Cycles—

Create a new vision of financial success based on your true goals and desires

Presented by **Brad Childs**, Business Coach

\$12 members; \$15 non members includes drink, tax and tip

RSVP by February 25;

530-346-8888

Chamber Awards 2003

President's Service Award—Rebecca Sobaje
 Community Citizen—Sharon Gierras
 Community Volunteer—Gloria Woodward
 Colfax Beautification—Jim Payne
 Community Organization—Garden Club
 Business of the Year—Colfax Theater and Way West
 Business Professional of the Year—Frank Schwartz



Rebecca Sobaje with LeeAnn Bigley and Laurel Mathe of Mystic Design.

Colfax Theater Changes

One of the most memorable moments at the Chamber's Annual Dinner was when the crowd gave a warm and heart-felt standing ovation to Wendell Jacobs upon receipt of his Business of the Year award for the Colfax Theater. Jacobs then announced that he will retire from the theater business after many years.

Jacobs has owned the 65-year-old Colfax Theater since 1989. He will publicly award the theater to his granddaughter, Paris, for her birthday on February 28th. The Ribbon Cutting ceremony and celebration will be from noon to 5pm and will feature a free screening of the first film shown at the theater, "Ragtime Band" with a special guest appearance by Tyrone Powers, Jr.



Clockwise starting from above left; Lisa and Doug Balmain; Roger Staab; Frank Schwartz; Sara D. with Dee Rein and Kim Woodward; and Cynthia and Linda.



A Special Thank You

Our local restaurants were very generous with donations and support of the Chamber Annual Banquet. Please support their business by trying out a new place and eat out often!

Madonna's Classic Kitchen	Basement Wines
Giovanni's Restaurant	Mom's Kitchen
Camp 20 Coffee House	Subway Sandwiches
Buzz Thru Joe's	Shang Garden Chinese
Drooling Dog Bar BQ	Restaurant
Classy Cheesecake	Taco Bell
A Chef's Journey	Rose Mountain Manor
Sierra Market (Deli)	Bed and Breakfast
Starbuck's Coffee Company	

Colfax Business Donors Include

Blue Cat Studio	<i>Colfax Record</i>
Darin Houser Music and the Town Crier & Co.	Sierra Digital Services
The Rainbow Gallery of Art and Music	Mystic Design
Ship It	Roger Staab
Snowline Graphics	Balloon Mama
Colfax Theater	And,
<i>Sierra Heritage Magazine</i>	Placer County 5th
<i>The Sentinel</i>	Supervisor's Office
	Colfax High School S Club



Above, Linda and Doug Mason of Drooling Dog BBQ with Miriam Winder. Right, Patrice Goulet and Tracy Morgan of Buzz thru Joe's.



Left to right, Maxine Barnett and Jewell De Lapp; Barbara Ruibal (center) with sister and daughter; Marty Strauss with Linda Clifford; Cyndie Levesque of Madonna's.



Festivals

Planning for our four annual festivals is moving right along. We do (urgently!) need help with the following jobs:

Spring a'Faire coordinators for Sock Hop, car show, community "junque" sale, food, volunteers, and Maypole.

July 4th Fest coordinator for fireworks.

Founders Day coordinators for beef cook-off, entertainment, cowboy poetry, antique show, evening dance and gold mine exhibit.

Colfax Hometown Holiday volunteers.

Dates for the festivals are May 1 for Spring a'Faire, July 3-4 for Hometown Fourth of July, September 11 for Founders Day and December 4 for Colfax Hometown Holiday. Contact Rebecca Sobaje. 346-7160.

Sponsorship opportunities are available for each event. Please contact the Chamber now to reserve your businesses promotional space and support your community's activities!

New and Renewed Members

Thanks to the following new and renewed members:

Abbott Media Works Come and Clean
Shang Garden Restaurant *Sentinel* Newspaper
Mother Lode Realty

Business News

City of Colfax announces hiring of business recruitment consultant, **Jane Amick**, who will be developing strategies to attract and retain new businesses to the city.

New Chamber Business

Member Plaques are available at the Chamber Railcar office. Stop by or call to request one to proudly display at your place of business. Plaques were donated by John Potter of Snowline Graphics.



Get your I-80 Local Vehicle Sticker. Avoid the need to "chain up" or delay of your business delivery vehicles. \$10 per qualified vehicle (must show proof of residency). Requests may be mailed or e-mailed in—call for details, 346-8888. Available at the Railcar, 2 South Railroad Ave.

Looking for a few good Chamber Champions!

Your Chamber is on the fast track to creating a sustainable and self-sufficient organization which brings economic prosperity to our community, a positive business climate, and enhanced property values. However, at this time we require the support of the business leadership within the area to act as our Champions and "jump-start" this next phase of our business plan.

We need to raise an initial investment of \$30,000 in order to take advantage of this unique opportunity for successful expansion of our new business model. The highlights include an expanded web site presence and an aggressive internet marketing program. In addition, our community events, shop local, regional marketing, and other programs will be greatly expanded. The return on investment (ROI) will reap dividends for business, the community, the Chamber, and our Chamber Champion sponsors!

Champion Investment:

We request that each Chamber Champion Sponsor invest a significant financial commitment over the next twelve (12) months. Payments can be applied monthly, quarterly, or as a lump sum up front.

Champion Benefits (ROI) include:

1. Recognition at annual Awards Banquet
2. Special press release and media promotion
3. Logo and name on Sponsor banner at each major festival
4. Featured in each *Chamber Update* as Sponsor.
5. Featured as Sponsor on the Web site
6. A vibrant, active, and prosperous community!

Please contact Brad Childs to participate as a financial partner and be a part of shaping this exciting "fast-track" to our future.

Weekend Warriors Wanted

Chamber volunteers are requested to assist visitors to the Colfax area on weekends by staffing the Railcar Visitor Center during the peak periods this spring and summer. Join our friendly and helpful team of Ambassadors and share your knowledge of the local area with travelers.

Colfax Area Chamber of Commerce History

Lauraine Bacon

"When the boom arrives let us be prepared for it."

—Charles Cummings, Secretary-Manager of the Colfax Area Chamber, January 1954

This year, the Colfax Area Chamber of Commerce celebrates its 50th year since incorporation. The organization, however, was around long before 1954. An article in a 1905 issue of the *Colfax Record* refers to a 5 year anniversary dating the organization back to 1900. As industry changed so, too, did the Chamber. Some years the Chamber lay dormant but when the community experienced strength and prosperity the Chamber reorganized and continued its' mission. The increase of traffic on highway 40 (now highway 80) each year enhanced the need for the local business community to work together.

The members and board of the Chamber fifty years ago were committed to fostering a healthy business climate. They included people like Orville Scobie, Howard Newell, Roy Toms, Joseph Grossman, Walter Woolley and Robert Marson. Orville Scobie, who ran the nearby Holiday Inn, was named president in 1954. There were many more who helped keep the organization going and made up the membership of 85.

Just like today, the Chamber provided information to tourists and other businesses interested in moving to the area. A supplement in the *Colfax Record* served

as a way to distribute information to the local business community and outlying areas. In 1953 four issues were printed over the course of a year and 6400 copies were distributed to areas such as Los Angeles, Fresno, Bakersfield, Modesto, San Francisco Bay Area and out-of-state. They were also sent to clubs, fraternal organizations and industrial groups designed at attracting people and business to the area.

In more recent years, the CACC has improved the methods of communication. The *Colfax Record* and the *Sentinel* feature a special monthly section on the CACC, a monthly newsletter is sent out to members by mail and by email and a website serves as a source of information 24 hours a day. In addition, special community events, luncheons and committee meetings bring people together to discuss ideas for the future.

Just as in 1954, the CACC relies on the support of the community and committees working together. The words of Charles Cummings still hold true today, "We can all do our share and help by becoming a member of the area chamber of commerce, by cooperating with all other clubs and associations and by all of us pulling together as a unit we can accomplish a great deal."

Some of us may still be waiting for that boom to arrive in the Colfax area and while we're waiting we enjoy the charming qualities of this town — the quaint past meeting the promising future.

COLFAX MINI STORAGE (530) 346-7676

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THIS COULD BE YOUR AD

\$25 per issue for a business card-size ad

Deadline for March 2004 issue is
Friday March 1



Phone the Chamber office at
346-8888 to reserve your space



Chamber Update

PO Box 86
Colfax, California 95713
www.colfaxarea.com
530-346-8888

January/February 2004

Chamber Luncheon
Friday, February 27 at Noon
Shang Garden Restaurant

Get your Chamber Update online

Would you like to receive your *Chamber Update* every month electronically? It's a convenient and quick way to find out what's happening with your Chamber. To do so, you must have Adobe Acrobat Reader 4 or later installed on your computer. You probably already have it, but if you don't it is available for free at <http://www.adobe.com/products/acrobat/readstep2.html>. Follow the instructions to download the software for your particular computer. You will only need to do this step once.

Send an e-mail to info@bluecatstudio.com and let them know you are ready to receive your newsletter online. You will be added to the Chamber's e-recipient list. This confidential list will not be made available to others.

2004 Colfax Area Chamber of Commerce Board and Officers

Barbara Bowers, President

ROSE MOUNTAIN MANOR BED & BREAKFAST

Alan Shuttleworth, Vice President SIERRA COLLEGE

John Potter, Treasurer SNOWLINE GRAPHICS

Rebecca Sobaje, Secretary BLUE CAT STUDIO

Lauraine Bacon THE RAINBOW GALLERY

Denton Code NOLEX

Linda Mason DROOLING DOG BBQ

Lee Shahin BASEMENT WINES

Miriam Winder MEDIA CONSULTANT

Brad Childs, Executive Director

Contact the Chamber online at info@colfaxarea.com

Community Calendar

Following are Chamber events and other community activities which are of interest to Chamber members. Please contact the Chamber to list your events here.

Thursday, Feb. 5, "Acoustic Palette," a singer-song-writer showcase featuring local and visiting musicians; musicians interested in signing up should contact the gallery. Rainbow Gallery, 346-6906, 46 N. Main St., Second Floor.

Saturday, Feb. 7, "Chocolate, Poetry and Wine" Sierra Vista Center Fundraiser with guest Utah Philips, \$7 per ticket, contact 346-88726

Saturday, Feb. 14 Valentine Day Specials at selected downtown businesses

Saturday, Feb. 21 Roy Rogers-Norton Buffalo Concert at Colfax Theater, contact Way West, 637-4511.

Monday, Feb. 16 at 6:30 pm, Spring Festival planning meeting at 11 West Church Street, contact Rebecca Sobaje at 346-7160 for details.

Tuesday, Feb. 17 at 6:30 pm, Fourth of July Festival planning meeting at 11 West Church Street, contact Rebecca Sobaje at 346-7160 for details.

Friday, Feb. 27, noon at Shang Garden Restaurant, Chamber Luncheon, 346-8888

Saturday, Feb. 28, noon to 5 pm, special film event at the Colfax Theater, contact 346-8424.

Saturday, May 1, Spring a'Faire, historic downtown festival, contact Rebecca Sobaje 346-7160